

Drinking Out - Brazil - March 2017

Report Price: £3215.29 | \$3995.00 | €3762.21

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“Brazilians are cutting down on drinking outside of the home. It is expensive and drinks specials and promotions are good motivators to make consumers drink more. To remain visible and relevant during the recession, brands and venues need to expand and offer special experiences and beverages to consumers.”

– **Andre Euphrasio, Research Analyst**

This report looks at the following areas:

Value sales of on-premise alcoholic beverages are estimated to reach R\$48 billion in 2016 (4% growth year-over-year compared to 2015). Looking ahead, on-premise value sales are forecast to reach R\$61 billion by 2021.

Consumers are cutting back on drinking out of the home. Bars and restaurants can potentially increase alcohol sales by understanding what motivates consumers to try a new drink and the logic behind choosing a place to go to drink.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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